



The Key is in the Keywords

Having the right keywords in your LinkedIn profile will determine whether or not you are found when someone is performing a search on LinkedIn.

It is important to consider all the terms and phrases that someone might use in their search. For example, if you are a “mortgage banker,” others may use the term “lender” or “broker” instead of “banker.” Including all of these alternatives in your profile will increase the number of times you appear in search results.

There are many places you can include keywords in your profile. Consider using them in the following areas:

- Headline
- Current & past titles
- Summary
- Experience
- Skills
- Recommendations

Use this worksheet to brainstorm possible keywords for your profile.

LinkedIn Profile Keyword Worksheet

- Titles you hold or have held

- Volunteer positions you hold or have held

- Areas of expertise

- Types of products or services you sell

- Brand names of the products/services you sell

- Industries you have worked in



- Job responsibilities you have had

- Who you serve

- Key results you have produced or accomplished

- Specialty certifications or degrees you have received

- Technical skills you possess

- Names of software/hardware/operating systems you know how to use

- Languages you speak

- Regions of the world you have lived, worked or served

- Titles of books, articles or other things you have published

- Your present and past employers including various company or tradenames used

- Clubs, associations and groups that you belong to

- Hobbies/activities that may be of interest to your connections

- What makes you unique
